



OUTREACH TOOLKIT FOR PITTSBURGH FOOD DAY

Thank you for taking the time out to share the Pittsburgh Food Policy Council's event with your networks. With your help, we plan on getting 500 Pittsburghers discussing how we can make a just and sustainable food system for all!

| THE BASICS

Who: The Pittsburgh Food Policy Council, along with community partners and sponsors (a complete list can be found on the website, PittsburghFoodDay.org).

What: This year the Pittsburgh Food Policy Council will connect eating with civic engagement during the Sunday Supper event, a community dinner to celebrate our region's work towards a more just and sustainable food system. Attendees will enjoy local artists and local food at this family-friendly affair.

We are celebrating the entire month of October, anyone is invited to share their food-related events on the Pittsburgh Food Day website.

When: Sunday, October 16, 2016

Where: Grant Street in front of the City-County Building (414 Grant Street)

Why: A healthy democracy requires diverse leadership and many voices – it is inclusive and prioritizes access and opportunities for historically marginalized communities to be heard.

| WEBSITE:

PittsburghFoodDay.org

| SOCIAL MEDIA:

Facebook – [/PghFoodDay](https://www.facebook.com/PghFoodDay) and [/PittsburghFoodPolicyCouncil](https://www.facebook.com/PittsburghFoodPolicyCouncil)

Facebook Event – <https://www.facebook.com/events/1743001845951383/>

Twitter – [@BurghFoodPolicy](https://twitter.com/BurghFoodPolicy)

Instagram – [@PittsburghFoodDay](https://www.instagram.com/PittsburghFoodDay)

Hashtag for Pittsburgh-Based Events– #PGHFoodDay

Hashtag for National Day – #FoodDay2016

Hashtag for Pittsburgh Bicentennial – #Pgh200

| SAMPLE POSTS

Twitter:

Save your seat at the table for #PGHFoodDay. Join 499 of your neighbors for a community meal in Downtown #Pittsburgh <http://buff.ly/2cNwoDR>

Celebrate #PGHFoodDay all month long with #food-themed events. Add yours to our calendar. <http://buff.ly/2dtJ3OX>

Facebook:

Join us, the [@Pittsburgh Food Policy Council](#), and 499 of your Pittsburgh neighbors for a Sunday Supper to celebrate [@Pittsburgh Food Day](#) on October 16. Save your seat at the table, register below. <http://pghfoodday.eventbrite.com>

This year the [@Pittsburgh Food Policy Council](#) is combining civic engagement with food. Join us for a free, open-air meal on Grant Street to celebrate [@Pittsburgh Food Day](#). Democracy requires many seats and share how we can create a just and sustainable food system for all. Save your seat and invite your neighbors. <http://pghfoodday.eventbrite.com>

| WHAT THIS EVENT IS ALL ABOUT

The Sunday Supper event aims to unite Pittsburgher's across neighborhood boundaries, while inspiring open and honest dialogue, celebrating diversity, discussing food policy, and advocating for food and social justice in our region.

| HOW TO SUPPORT PITTSBURGH FOOD DAY

1. Like Pittsburgh Food Day and the Pittsburgh Food Policy Council on Facebook
2. Reserve your seat at the table using the [Eventbrite](#) page
3. Invite your neighbors to the event, especially those who aren't on social media
4. Engage with Pittsburgh Food Day content (Like, Share, Retweet, Comment, repeat.)
5. Plan your own food-related event in October and share on the [Pittsburgh Food Day website](#).

| QUESTIONS?

If you have any questions about Pittsburgh Food Day, contact Sara Innamorato at Hi@PittsburghFoodDay.org or 412.736.0938